

IN THE UNITED STATES PATENT  
AND TRADEMARK OFFICE

U.S. Serial No. 09/917,792 ) I hereby certify that this document is being  
First Named Inventor: Gould ) deposited electronically with the United  
Title: COMPUTERIZED SYSTEM ) States Patent and Trademark Office on this  
AND METHOD FOR INCREASING ) date:  
THE EFFECTIVENESS OF )  
ADVERTISING )  
Filed: July 31, 2001 ) Dated: May 18, 2010  
TC/AU: 3688 )  
Examiner: Raquel Alvarez ) Dennis A. Majewski/  
Docket No.: 20004/IAG-I ) Dennis A. Majewski  
 ) Registration No. 65,578

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

EXAMINER INTERVIEW SUMMARY

Dear Sir:

The undersigned would like to thank Examiner Alvarez for the courtesies extended in a telephonic interview conducted on May 18, 2010.

The Examiner confirmed that the microfiche filed on July 31, 2001 under artifact number 09917792 FA has been considered as part of the file for Patent Application No. 09/917,792. In particular, the Examiner indicated that the microfiche was acceptable as filed with the application on July 31, 2001.

In view of this discussion, the applicants are moving forward with filing a continuation and permitting this application to go abandoned without prejudice.

Respectfully submitted,

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**May 18, 2010**